

# Meet a Winning Team

## And our community of supportive sponsors.

Colleges, universities and other educational institutions like yours love to show off their winning teams. Printing in colour on the Xerox® C60/C70 Printer and black and white on the Xerox® D Series Copier/Printer or Printer offers new opportunities to give fans a memento of the game.



Xerox® Colour C60/C70 Printer



Xerox® D Series Copier/Printer

### The Opportunity

Attractive, eye-catching, interesting collateral of your team is great publicity for your school. Filled with information, photos, scorecards and ads, it generates interest in your team and in your school. Interest helps create fans of your team and fans of your school. This loyalty may transform fans into supporters and contributors who care about the well-being of your institution. Take a look at the Colgate booklet, Men's Hockey vs. Quinnipiac/Princeton. It's an interesting, informative read and includes photographs of the Colgate hockey team, sponsor ads and schedule information.

A combination colour and black and white booklet may be just what you need to show off your winning team and your winning school.

### The Xerox Advantage

At Xerox, we know how to portray your team and your school in the best light. We combine high-quality colour pages printed on the Xerox® C60/C70 Printer with economical black and white pages printed on a Xerox® D Series Copier/Printer or Printer. The Colgate hockey magazine includes text, statistical tables and photographs into one booklet, and provides forms that readers can complete and return. All this and more are possible with our Xerox® C60/C70 Printer and the Xerox® D Series Copier/Printer or Printer. Together they give you the technology, cost-saving productivity and image quality to create sports magazines that will have a positive impact with your customers.



# Sports Magazine Application Brief

## Production Notes

Regardless of the sport – hockey, football, soccer or baseball – fans not only watch the game and cheer, they like to keep score. With collateral in hand, they can take notes, read about players, meet supportive sponsors who place ads and take away a memento of the game.

### Workflow / Software:

Adobe® InDesign® CS5

### Print Engine:

Colour pages – Xerox® Colour C60/C70 Printer

Monochrome pages – Xerox® D Series Copier/Printer or Printer

### Finishing / Finished Size:

Inline saddle stitched booklet (A4) with squarefold and face trim

### Number of Pages:

Colour covers

20 monochrome pages

### Media:

Xerox® digitally optimised paper

